

## WHITE PAPER

# Safeguarding the 24/7 campus

The higher education sector is undergoing seismic change. To compete in an increasingly global industry and ensure flexible, round-the-clock access to learning resources on campus, universities need new security models to safeguard students and staff and maximise the quality of student experience.

Traditional approaches based on physical protection for buildings and fixed assets alone are no longer enough to protect everyone on today's complex multi-site 24/7 campus environment. In this paper we consider the implications of these higher education changes for campus security provision and some practical, cost-effective ways that security and safety managers can respond to the challenges.

## Safety issues and opportunities in higher education

Today's education sector is big business and increasingly international. Currently the world's second largest market after healthcare, forecasts suggest that by 2017 the global education industry will be worth more than £4 trillion. As more students look further afield for the best possible university experience, the power of brand, reputation and rankings will become a greater influence on choice.

### Reputation management

Keeping students, staff and visitors safe is central to any university's duty of care. Tuition fees are rising and so are expectations, with students becoming more discerning. Independent sources such as the UK's annual National Student Survey, which rates universities according to the quality of experience, are a key influence, as are surveys that rank universities according to the level of crime in the campus vicinity. According to one study, up to one in three students become victims of crime. Although outside of the US universities are not yet obliged to provide crime statistics involving their students, the impact of poor crime league rankings and adverse publicity about any crimes that occur could seriously jeopardise the university's brand and ability to attract future applicants.



Universities therefore need to ensure that they are taking every possible step to ensure the safety and well-being of all students, staff and visitors across the campus and beyond.

## Global growth

Global growth in the education sector is being driven in part by the dramatic rise of students from emerging economies travelling overseas to study. In 2011 there were 4.3 million internationally mobile students in the global higher education sector, with the UK second only to the

US as the most popular destination. In 2011-12 half a million international students were studying at UK universities, spending an estimated £3.9 billion in tuition fees and £6.3 billion in living expenses. These figures are expected to rise by 3.7% per annum until 2020, creating major opportunities for enterprising universities to expand their share of the international student population. However, international students living far from home can be particularly vulnerable, and, due to cultural differences, are less likely to seek help when they need it, so safety is a critical factor in their decision about where to study.

**“ There are few sectors of the UK economy with the capacity to grow and generate export earnings as impressive as education.**

- DAVID WILLETTS, UNIVERSITIES AND SCIENCE MINISTER

## The learning revolution

The university learning experience is being fundamentally transformed. 24/7 digital communications and online access to taught content is disrupting traditional teaching models and putting pressure on every university to adapt fast to the demands of the new learning landscape. Innovative education technology, such as massive open online courses (MOOCs), could represent a long-term threat to the concept of the physical campus. In response, universities are having to reinvent themselves and find new ways to incentivise students to apply.

Today's cosmopolitan, tech-savvy students are looking for more than a recognised qualification – they also want a rich university experience. So while there are clear opportunities for growth, fierce competition to attract the best students, maintain student numbers and maximise fee revenue is putting pressure on every university to raise its game and offer a fulfilling experience that will appeal to students and the parents who will fund them.



## Supporting 24/7 learning

Reflecting changing patterns of learning, students are shifting from face-to-face lectures to remote study, attending campus only for tutorials and group/practical work. Where once the campus was quiet at night, it is now being re-engineered for round-the-clock use, including catering to the night-time economy.

Students expect access to warm, comfortable learning hubs, multimedia resources and computing zones where they can study, socialise and grab a great coffee 24/7 if they want to. Whether it's the sports centre, a favourite meeting place or their research lab, students want to know that they can access the facilities they need around the clock, even at 4am. But to take advantage of this flexibility, students have to be confident that their safety is assured at all times, both on and off campus.

However, supporting this 24/7 learning culture is putting immense pressure on security team resources and compounding the challenges around incident reporting, especially for individuals that may be more vulnerable.

These include:

- ┘ International students who may typically be non-native English speakers living away from home for the first time, that face language and cultural barriers that could be a deterrent to raising an alarm or reporting a crime
- ┘ Lone workers such as research students and staff working alone late at night, especially those that need access to laboratories where health, safety and hazardous materials could be a high-risk factor
- ┘ Women who may feel vulnerable accessing campus facilities, travelling to and from the campus alone out of hours or that feel nervous waiting for public transport in the dark late at night
- ┘ Students with a health condition that might make them more likely to need emergency medical assistance or who are more susceptible to an assault
- ┘ Students who don't know how to request help or may fear police involvement so avoid raising an alarm if in need of support.

## Security challenges

Campuses are notoriously difficult to secure. From assaults and accidents to fire and flooding, the ability to protect higher education estates for every potential emergency is challenging. Yet with funding under pressure, the constant emergence of new threats and complexity of expanding multi-site campuses, security budgets are being stretched ever further.

### The status quo

Going some way to address the challenges, universities have made significant investments over the past 20 or so years in electronic systems built around CCTV-based video surveillance, access control, external lighting and fixed help points. These electronic systems are typically combined with manned guarding and remote monitoring as part of a centralised command and control approach. This level of physical security involves major capital investment, significant building work, IT support and ongoing maintenance.

### Security system limitations

While electronic surveillance and access control have a key role to play to ensure resilience and business continuity, the established security model is primarily designed to protect properties rather than people. In practice, there is a limit to how far flooding a campus with CCTV cameras or swipe-card systems can be effective in deterring and enabling a rapid response to personal crime. They generally lack flexibility, are limited as incident prevention tools and don't cover non-university areas such as public parks and walkways that may connect campus properties. Although increasingly sophisticated, these systems can only offer a generic level of protection that is not designed to meet the personalised needs of specific individuals when they need help.

One of the key drawbacks is that once an alert has been raised, current command and control systems don't provide a complete live situation overview or the ability to share vital information across the security team as an incident unfolds. This can make it difficult to locate the nearest security team members and coordinate a fast, appropriate response, especially if teams depend on traditional two-way radio to communicate. If teams struggle to share relevant, consistent live information with in-house security staff, contractors and third parties including first aiders and the emergency services, the chances of a successful outcome will be hindered and delayed.

In addition, the ability to geo-target mass communication across dispersed estates can be vital during more serious incidents, for instance if a large-scale threat was to occur out of hours at say a 24-hour study hub and 50 students had to be safely evacuated at 2am? Currently, few universities can communicate with very large groups and mobile SMS methods are costly and unreliable. Furthermore, lack of shared situation visibility means that security responders on the ground don't necessarily know the identity or whereabouts of other staff on duty at any given time of day – which all adds to the practical difficulties of organising a smooth, rapid response.

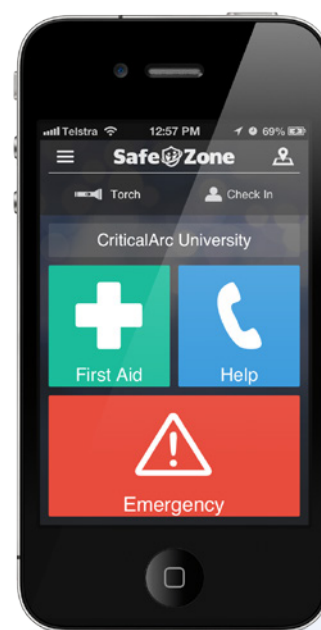
## People-centred protection

A new generation of people-centred security solutions is emerging that can give all members of a security team 24/7 real-time visibility of any live incident so that they can prioritise resources, coordinate a rapid response and maximise the chances of a successful outcome. Designed to support and extend existing physical security infrastructures and teams, this approach enables more effective use of security resources without extra capital investment.

Leading the way in the emerging field of personalised protection is SafeZone from CriticalArc, an enterprise risk management solution that uses location intelligence to meet the needs of students and staff wherever and whenever they need help, both on and off campus. Available as a secure Cloud-based managed software service, it provides security and safety teams with a complete situational view by automatically sharing relevant data about each live incident.

A free smartphone app puts a help point or panic alarm in the pocket of every student and staff member, enabling them to tap the app on their phone to raise an alert or report an incident easily, safe in the knowledge that the nearest security team member can receive their alert and respond quickly. Everyone who downloads the app registers their basic personal details. This ensures that if they raise an alert, the security team has the relevant information about the identity and needs of the person raising an alarm. For example, if a student, staff member or small team is working alone late at night in a faculty building, they can use SafeZone to automatically check-in so that the security team are aware of their presence and know to check on them from time to time.

With campus environments becoming more complex and resources shrinking, SafeZone enables universities to improve operational productivity, reduce the need for additional capital investment and run their security operations more efficiently, in turn creating wider value for the university.



## Safeguard your campus 24/7 with SafeZone

Flexible, scalable and equipped with multiple features, SafeZone can help any university create a safer 24/7 learning and research environment as part of their campus security strategy, SafeZone delivers numerous benefits including:

- Complete situation awareness enabling a rapid, effective incident response
- Accurate, timely intelligence for response teams as an incident unfolds
- Real-time, geo-located single-button alerts to eliminate communication problems and make it less onerous for international students to seek help
- Automatic transmission of personal data that can eliminate language barriers
- Management and protection of lone and out-of-hours workers who can check-in for extra monitoring support
- Fast, targeted mass-communication during large-scale critical incidents across dispersed estates
- Large-scale multi-skill team activation and intra-event management.

By providing instant coverage to enhance protection without additional investment in staff or fixed infrastructure SafeZone can also:

- Ensure the security team and first responders receive the right information to coordinate an appropriate and efficient response quickly
- Enable better coordination with security teams, third parties and the emergency services
- Optimise productivity, reduce travel time and maximise visibility where and when needed
- Extend coverage beyond campus boundaries along travel corridors at no extra cost
- Establish temporary coverage zones, for example, for overseas excursions at any time, anywhere worldwide
- Capture all incident data for full reporting, compliance and continuous improvement
- Drive operational efficiency and maximise return on security investment
- Clearly demonstrate a commitment to student and staff safety for an enhanced reputation.



## Profile:

# UNIVERSITY *of York*

*"The University of York operates in a very competitive business environment. We are undergoing a major transition to attract more students, both from the UK and, increasingly, from overseas. To support an ambitious ten-year growth plan, our drivers are to deliver excellence in teaching, research and quality of the student experience. Safety is closely bound to the student experience – it's one of the main concerns for prospective students and their parents, especially for overseas applicants. We treat student security extremely seriously and, while York is one of the safest places in the UK to study, we wanted to build on and complement our existing physical security systems to take a forward-looking, more proactive approach to security management to make best use of our resources. After an extensive review of the options, we became the first UK Russell Group to deploy SafeZone, starting with a pilot trial then soft launch in January 2015. As a proven, off-the-shelf solution, it has been incredibly easy to implement, has proven popular with students and delivered multiple benefits.*

*Throughout 2015 we will continue to embed SafeZone into the university culture with a full programme of security team training and a promotional drive to register students for the service. When the next cohort of undergraduates enrol in October 2015 it will be mandatory for every student to download the app and our team will be fully prepared to respond fast to every alert. So far the results have been very positive – we have reduced response times, seen an exceptionally low rate of false alarms and our confidence in the product is 99.9%. It has been a tremendous leap forward that has given our entire security team the real-time situational awareness about every live incident they didn't have previously.*

*It has already delivered successful outcomes in a number of active emergency calls, for example, when a student with a pre-notified medical condition sent an alert, the security team was on the scene in minutes prepared with a defibrillator. In addition, SafeZone generates a wealth of data reports that we can analyse to identify enhancements and ensure that we are continuing to deliver a cost-effective, sustainable security service to the entire University and its affiliates. The expectation is that by helping York to offer an exceptional higher education experience, the results will cascade into the all-important National Student Survey rankings and in turn translate into higher numbers of candidates applying to study here – making it a win-win for everyone."*

- DENIS FOWLER, DIRECTOR OF HEALTH, SAFETY AND SECURITY, UNIVERSITY OF YORK



Image: University of York/John Houllihan



## About CriticalArc

CriticalArc Pty Ltd develops software products and services that use real time location and status data from mobile devices to deliver cost-effective security solutions with multiple benefits for a range of market sectors, including further and higher education. The company has developed an innovative approach combining advances in mobile communications, location data and sensor technology to enhance personal safety. The company was founded in Australia in 2011 by a team of highly experienced security and surveillance systems experts. Its services are available worldwide, with EMEA headquarters in the UK.

To discover how SafeZone could safeguard your students please contact:

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